

ABSTRACT

The invention provides a method for fastening a polymeric label to a glass, plastic or metal container or surface by means of a water based adhesive composition by the following steps:

- 5 (a) applying a layer of a hydrophilic solid material to a polymeric label to form a hydrophilic layer;
- (b) applying water or a water based adhesive to the hydrophilic layer to form a fastenable polymeric label;
- 10 (c) fastening the fastenable polymeric label to a glass, plastic or metal container or surface; and
- (d) allowing said the polymeric label to dry on the glass, plastic or metal container or surface.